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# National Conference: Competitive Manufacturing: Leadership for Change

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# upcoming at UD

COVERAGE TIPS FOR PRINT AND BROADCAST MEDIA

## **NATIONAL CONFERENCE: COMPETITIVE MANUFACTURING: LEADERSHIP FOR CHANGE**

**EDITOR'S NOTE:** The University of Dayton will gather more than 650 of America's manufacturing leaders together at a national conference, "Competitive Manufacturing: Leadership for Change," on Nov. 8-9 at the Dayton Convention Center. Termed the largest manufacturing conference in the country by organizers, the event will address topics such as priority setting, manufacturing for the global market, and "taking command" of the change process, said Carol Shaw, conference organizer and associate dean of UD's School of Engineering. For advance interviews, call Carol Shaw at (513) 229-4606.

### **NOV. 7: PUBLIC FORUM KICKS OFF NATIONAL CONFERENCE**

Pulitzer Prize-winning journalist David Halberstam, author of The Reckoning, will discuss the manufacturing renaissance in the United States and the role of the Japanese in the American industrial economy in his discussion, "Made in America--The Global Challenge," on Tuesday, Nov. 7 at 7 p.m. in the Dayton Convention Center. The University of Dayton will provide free bus transportation to and from the lecture from UD, Ohio State University and the University of Cincinnati.

### **NOV. 8-9: BEALS, WATERMAN HEADLINE CONFERENCE**

In the early 1980s, plummeting sales due to increased competition from the Japanese had nearly knocked Harley-Davidson Inc. out of the motorcycle business. Vaughn L. Beals Jr., chairman of the board, will tell the story of Harley-Davidson's remarkable turnaround in his talk, "Well Made in America: Lessons from Harley-Davidson's Turnaround," Wednesday, Nov. 8 at 9:25 a.m. at the Convention Center. Robert H. Waterman Jr., co-author of In Search of Excellence, will introduce his concept of "adhocracy," a new approach to managing change in organizations, Thursday, Nov. 9 at 3:45 p.m. at the Convention Center.

### **NOV. 10: HALBERSTAM, MANUFACTURERS JOIN OHIO GOVERNOR IN TELECONFERENCE**

Ohio Gov. Richard F. Celeste will join David Halberstam and 10-20 manufacturing leaders Friday, Nov. 10 from 10 to 11:30 a.m. at the University of Akron in a round table teleconference on "The Future of Ohio Manufacturing" via satellite hook-up that will allow input by manufacturers from five sites across the state. The discussion concludes the "Governor's Initiative on Manufacturing"--an effort launched in May to provide manufacturers with an opportunity to take part in the state's manufacturing plans.



*The University of Dayton*

For further information or assistance in scheduling interviews, contact Office of Public Relations, (513) 229-3241.